

CODE *of* HONOR

GUIDE FOR COORDINATOR

INTRODUCTION

Common courtesy isn't so common anymore, is it? We hear "please" and "thank you" and "excuse me" a lot less frequently. Perhaps it's because our technology has made us increasingly isolated from each other in the physical world—think noise-canceling headphones—while we network more and more in the virtual world. We're in the process of losing the social niceties that used to make public interactions more pleasant.

Of course, courtesy goes beyond just holding doors open for people, making eye contact, and smiling.

It also involves a culture of what you could think of as "customer service"—focusing on another person's needs and anticipating, meeting, or exceeding them. "Customer service" isn't a phrase we usually think of in terms of our educational system. But as CognitiveGenesis and other studies and reports have shown, Adventist Education is a strong "brand" that gets results for its students—not just success in this world, but preparation for the next.

You may have heard me tell this story before, but the inspiration for the Code of HONOR program was a visit to one of our schools for an after-hours meeting. A fourth-grade boy saw me approaching the front door and, completely of his own accord, greeted me, asked if he could help me, and walked me to my meeting. I was so impressed with his poise and courtesy, and it made me desire to have every guest at every one of our schools have the same incredible experience I did. I can't think of a better way to help visitors realize that Adventist schools really are different.

I know that Adventist teachers and administrators are some of the hardest-working educators around. So I wouldn't ask this you to implement this program without giving you resources to make a program of "customer service" easy. We developed the Code of HONOR website and materials to give you and your students some fun and creative ways to discover—or rediscover—the joy of giving people great experiences with through compassion, consideration, and courtesy.

Thanks so much for what you do.

In Christ,



Larry Blackmer

COORDINATING THE CODE OF HONOR

1. TALK WITH OTHER TEACHERS AND STAFF

A quick e-mail or chat with teachers and other staff is a great way to introduce the program. Gather their ideas on how to make courtesy a focus at your school.

2. PURCHASE A FLIP VIDEO RECORDER (OR SIMILAR DEVICE)

To get students and teachers involved and excited about making customer service videos such as are featured on the Code of HONOR website, you'll want an inexpensive, easy-to-use video recorder. We recommend the Flip Video. <LINK to www.theflip.com>. This tiny, powerful recorder starts at \$130 and is simple to use and easy to download video off of onto your computer.

3. FIND WAYS TO REWARD COURTESY

As Coordinator, you can involve the entire school in a conversation about courtesy and customer service. Is it time to sponsor Courtesy Month? Is there a place for "Courtesy Drop Box" where students and faculty can anonymously report acts of courtesy done by others? Come up with a list of ways that you can get courtesy and customer service in the back of everyone's mind, so that students and staff become much more aware of how they act toward each other and toward school guests.

4. CELEBRATE COURTESY

Let everyone know when a new video produced by your school goes live on the Code of HONOR website. Let parents know what's going on at school so they can reinforce lessons of courtesy at home.